



USDA Weekly Retail Turkey Feature Activity

Fri. Jun 30, 2006

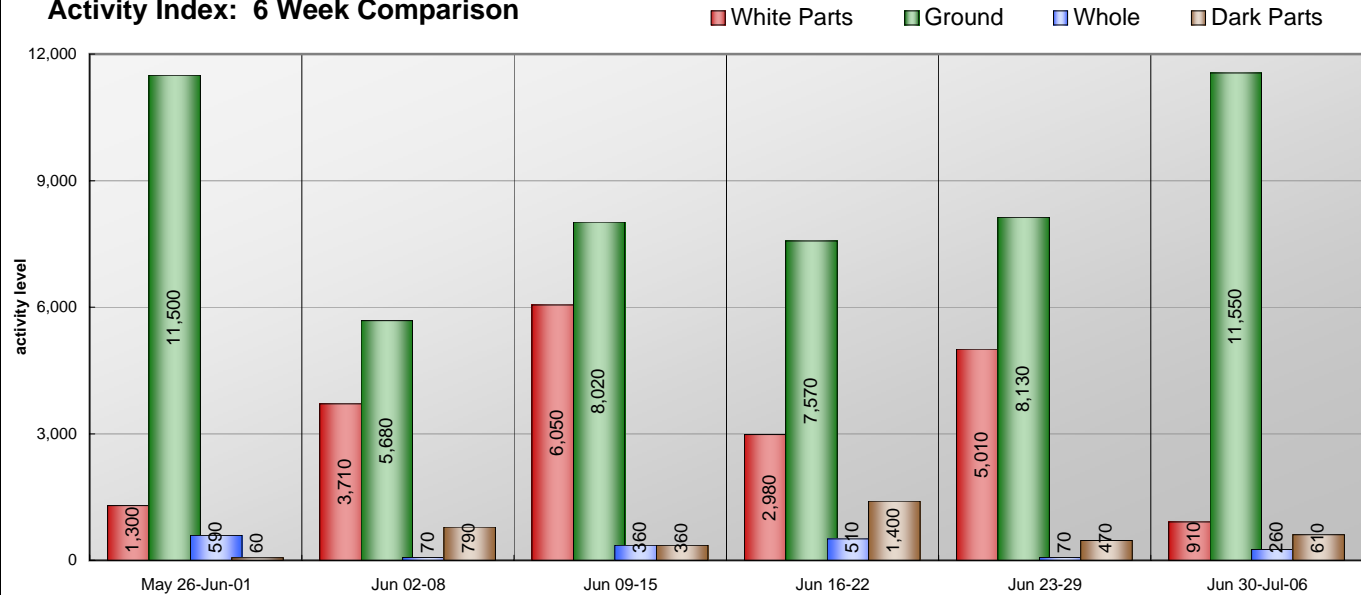
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 06/30 thru 07/06.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	41.9% of 17,000 outlets		44.3% of 17,000 outlets	
Special Rate 4/	3.2%		7.8%	
Activity Index 2/	13,330		13,680	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	10	1.08		
" - Toms	10	1.08		
Frozen - Hens	120	0.91	40	0.98
" - Toms	120	0.91	30	0.89
PARTS:				
Breast:				
Bone-in, whole				
Fresh	370	2.06	890	1.99
Frozen	210	1.58	250	1.12
Hotel Style				
Fresh			250	1.39
Frozen				
Split, bone-in				
Fresh			200	2.49
Rotisserie	140	6.99	2,200	7.21
Boneless, whole				
Cutlets	160	3.87	620	3.88
Strips				
Tenders	30	3.66	470	3.88
Drumsticks				
Thighs	250	1.29	160	1.12
Wings			20	1.69
Necks	250	1.29	250	0.96
Smoked Drumsticks				
Smoked Wings	60	1.89		
Smoked Necks	50	1.23	40	1.05
GROUND TURKEY:				
Patties	11,550	2.42	8,130	2.49
Sausage	3,230	2.60	1,040	2.47
85% lean	2,950	2.37	2,990	2.41
93% lean	1,020	1.66	550	1.65
Breast	3,600	2.20	2,640	2.26
	750	3.91	910	3.98

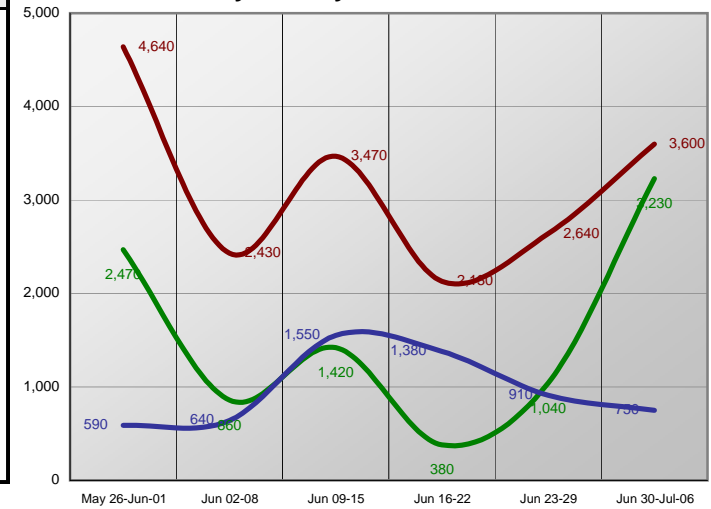
Activity Index: 6 Week Comparison



Turkey Featuring - 06/30 thru 07/06

Although overall feature activity for fresh turkey is about even with last week, ground turkey is being promoted at levels not seen since the Memorial Day holiday. Sausage, patties, and lean ground turkey are being actively featured for holiday grilling on mixed ad pricing. Featuring of other turkey items, however, is lackluster at best as retailers chase barbecue demand. As the Independence Day holiday weekend commences, ad space is dominated by competing proteins, particularly beef and chicken, with little room left over for turkey.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	41.0% of 7,900 sampled outlets 0.6% of stores w/ no-price promotions Activity Index = 6,260			32.5% of 5,200 sampled outlets 2.7% of stores w/ no-price promotions Activity Index = 2,500			56.4% of 3,900 sampled outlets 9.5% of stores w/ no-price promotions Activity Index = 4,570		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens				1.08	10	1.08			
" - Toms				1.08	10	1.08			
Frozen - Hens				0.89	100	0.89	0.99	20	0.99
" - Toms				0.89	100	0.89	0.99	20	0.99
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99	110	1.99				1.99 - 2.29	260	2.09
Frozen				1.39 - 1.69	200	1.56	1.79	10	1.79
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie							6.99	140	6.99
Boneless, whole									
Cutlets	3.69 - 3.99	160	3.87						
Strips									
Tenders	3.99	10	3.99	3.49	20	3.49			
Drumsticks							1.29	250	1.29
Thighs									
Wings							1.29	250	1.29
Necks									
Smoked Drumsticks				1.89	60	1.89			
Smoked Wings	1.39	30	1.39	0.99	20	0.99			
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 3.00	1,900	2.56	2.19 - 3.00	410	2.61	2.50 - 3.00	920	2.67
Sausage	1.99 - 2.99	900	2.43	1.99 - 2.50	800	2.30	1.88 - 3.40	1,250	2.36
85% lean	0.88 - 1.79	380	1.70	0.99 - 2.00	320	1.41	1.87	320	1.87
93% lean	1.69 - 2.79	2,050	2.16	1.99 - 2.50	420	2.20	2.00 - 2.80	1,130	2.27
Breast	3.69 - 3.99	720	3.91	3.99	30	3.99			

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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